



\$24.9M

REVENUE

\$10.5M

PROFIT

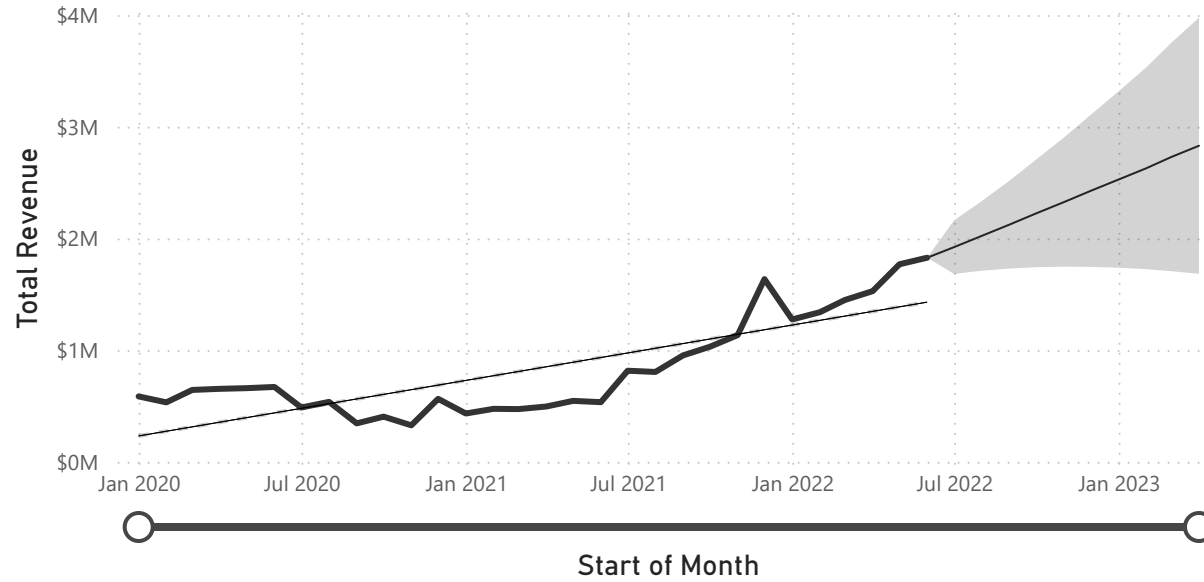
25.2K

ORDERS

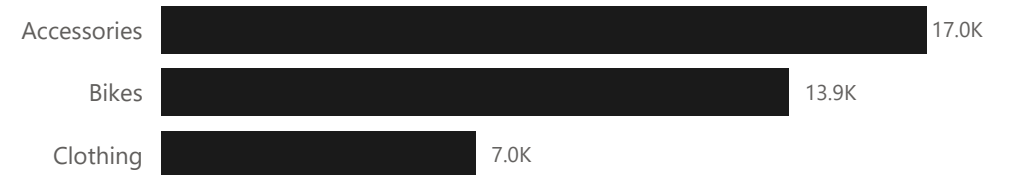
2.2%

Return Rate

Monthly Revenue



Orders by Category



Top 10 Products

	Orders	Revenue	Return %
AWC Logo Cap	2062	\$37,359	1.1%
Fender Set - Mountain	1975	\$87,120	1.4%
Mountain Bottle Cage	1896	\$38,100	2.0%
Mountain Tire Tube	2846	\$28,390	1.6%
Patch Kit/8 Patches	2952	\$11,796	1.6%
Road Tire Tube	2173	\$17,308	1.5%
Sport-100 Helmet, Black	1940	\$65,960	2.7%
Sport-100 Helmet, Blue	1995	\$67,830	3.3%
Sport-100 Helmet, Red	2099	\$73,465	3.3%
Water Bottle - 30 oz.	3983	\$39,835	1.9%
Total	15587	\$467,163	1.9%

Monthly Revenue

\$1.83M ✓

Prev Month: \$1.77M (+3.31%)

Monthly Orders

2.15K !

Prev Month: 2.17K (-0.88%)

Monthly Returns

167 ✓

Prev Month: 169 (+1.18%)

Most Order Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

Select all

Europe

North America

Pacific





Selected Product:



Monthly Orders Vs. Target



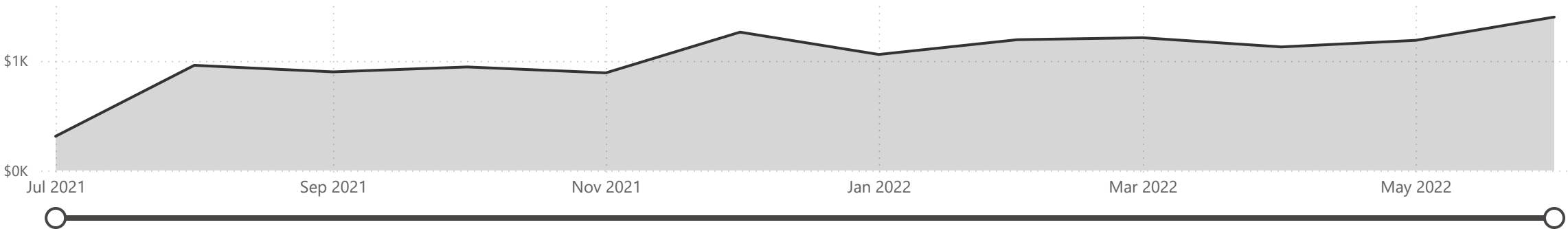
Monthly Revenue Vs. Target



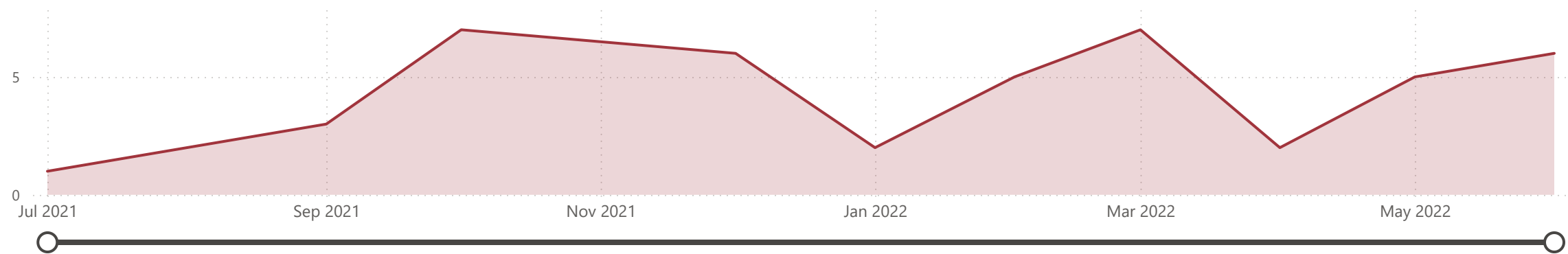
Monthly Profit Vs. Target



Monthly Profit



Monthly Returns





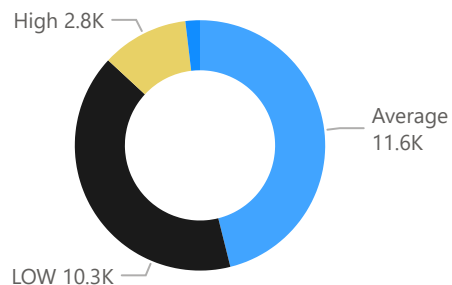
17.4K

UNIQUE CUSTOMER

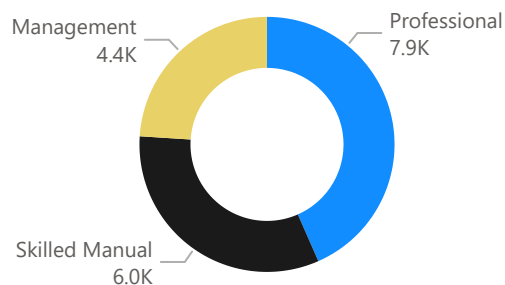
\$1.4K

REVENUE PER CUSTOMER

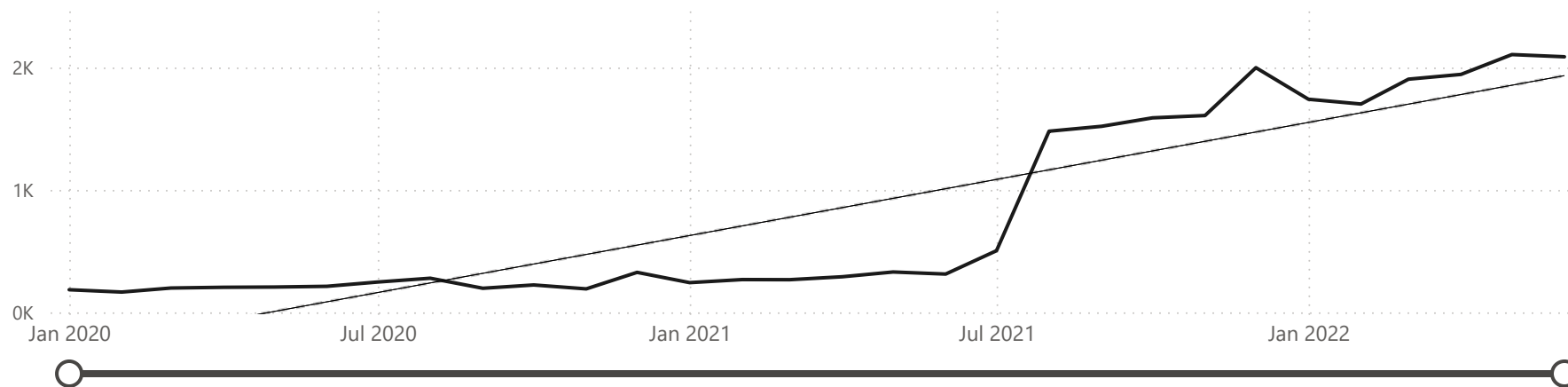
Orders by Income Level



Orders by Occupation



Monthly Customers



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
12300	Adriana Gonzalez	4	\$9,196
12936	Renee Moreno	4	\$335
12650	Mr. Aaron Wright	4	\$10,330
12984	Mr. Adam Young	4	\$303
13179	Mr. Adrian Sanchez	4	\$259
11530	Mr. Andrew Martinez	15	\$760
11631	Mr. Antonio Bennett	16	\$1,002
11719	Mr. Blake Green	5	\$404
11748	Mr. Blake Hill	5	\$196
12307	Mr. Brad She	4	\$9,163
12892	Mr. Brian Peterson	4	\$496
14077	Mr. Bryan Townsend	4	\$271
11431	Mr. Bryant Garcia	4	\$9,688
12061	Mr. Bryce Brooks	4	\$210
12165	Mr. Caleb Flores	4	\$441
11277	Mr. Charles Jackson	24	\$1,781
Total		1272	\$615,425

Year

2020

2022

Top Customer (by Revenue) :

Mr. Maurice Shan

Orders :

6.00

Revenue :

12.4K



Among Customer in Skilled Manual role in 2022 , Mr. Ruben Suarez drove the most revenue at 4.2k